

LISTING OF AMENDMENTED CLAIMS

The listing of claims below replaces all prior versions and listings of claims.

Claim 1. (currently amended) A method of providing an advertisement for a store to a prospective customer comprising the steps of:

compiling an advertisement;

formatting the advertisement into a radio signal having a radio transmission protocol that is receivable by a personal device of a prospective customer, the personal device having a radio receiver enabled to receive the transmission protocol signal; [[and]]

transmitting the radio signal from the store with a signal strength sufficient to be received by a personal device that is removed from the source of the transmission; and

in response to an offer contained in the advertisement, receiving a request from the personal device.

Claim 2. (original) The method of claim 1, wherein the step of transmitting the radio signal from the store includes transmitting the radio signal from the store to within a perimeter of the store.

Claim 3. (previously amended) The method of claim 2, wherein the step of transmitting the radio signal from the store includes transmitting the radio signal from the store to within a perimeter that is outside of the store.

Claim 4. (previously amended) The method of claim 1, wherein the step of transmitting the radio signal from the store includes transmitting the radio signal from the store to within a perimeter that is outside of the store.

Claim 5. (original) The method of claim 1, wherein the step of formatting utilizes Bluetooth™ radio transmission protocol, and the radio receiver of the personal device is Bluetooth™ enabled.

Claim 6. (original) The method of claim 5, wherein the step of formatting includes the step of providing an interactive component to the radio signal.

Claim 7. (currently amended) An apparatus for providing an advertisement to a prospective customer comprising:

a storage device operative to store an advertisement;

a transmitter in communication with the storage device and operative to receive the advertisement from the storage device, the transmitter further operative to format the advertisement into a radio signal having a radio transmission protocol that is receivable by a personal device of a prospective customer having a radio receiver enabled to receive the transmission protocol signal; [[and]]

an antenna in communication with the transmitter and operative to transmit the radio signal from the store; and

in response to an offer contained in the advertisement, receiving a request from the personal device.

Claim 8. (original) The apparatus of claim 7, wherein the transmitter and antenna are operative to transmit the radio signal from the store to within a perimeter of the store.

Claim 9. (previously amended) The apparatus of claim 8, wherein the transmitter and antenna are further operative to transmit the radio signal to a limited distance outside of the store.

Claim 10. (previously amended) The apparatus of claim 7, wherein the transmitter and antenna are operative to transmit the radio signal to an area outside of the store.

Claim 11. (original) The apparatus of claim 8, wherein the transmitter is operative to format the advertisement into a radio signal having Bluetooth™ radio transmission protocol.

Claim 12. (original) The apparatus of claim 11, wherein the transmitter is operative to provide an interactive component to the radio signal.

Claim 13. (currently amended) A system for store advertising comprising:

a storage device operative to store a store advertisement;

a transmitter located at the store and in communication with the storage device and operative to receive the advertisement from the storage device, the transmitter further operative to format the advertisement into a radio signal having a radio transmission protocol that is receivable by a personal device of a prospective customer having a radio receiver enabled to receive the transmission protocol signal;

a receiver located at the store and operative to receive an incoming radio signal of the radio transmission protocol from the personal device of the prospective customer;

[[and]]

an antenna located at the store and in communication with the transmitter and the receiver, the antenna operative to transmit the radio signal from the store and receive the incoming radio signal from the personal device; and

in response to an offer contained in the advertisement, receiving a request from the personal device.

Claim 14. (original) The system of claim 13, wherein the transmitter and antenna are operative to transmit the radio signal from the store to within a perimeter of the store.

Claim 15. (previously amended) The system of claim 14, wherein the transmitter and antenna are operative to transmit the radio signal to a limited distance outside of the store.

Claim 16. (previously amended) The system of claim 14, wherein the transmitter and antenna are operative to transmit the radio signal to a distance inside of the store.

Claim 17. ((original) The system of claim 13, wherein the transmitter is operative to format the advertisement into a radio signal having Bluetooth™ radio transmission protocol.

Claim 18. (original) The system of claim 13, wherein the transmitter is operative to provide an interactive component to the radio signal.

Claim 19. (currently amended) A system for store advertising comprising:

a storage device operative to store a store advertisement;

a transmitter in communication with the storage device and operative to receive the advertisement from the storage device, the transmitter further operative to format the advertisement into a radio signal having a radio transmission protocol that is receivable by a personal device of a prospective customer having a radio receiver enabled to receive the transmission protocol signal; [[and]]

an antenna located at or about a position proximate to the store and in communication with the transmitter and the receiver, the antenna operative to transmit the radio signal with a signal strength sufficient to be received by a personal device that is greater than 15 meters removed from the antenna; and

in response to an offer contained in the advertisement, receiving a request from the personal device.

Claim 20. (previously presented) The system of claim 19, wherein the transmitter and antenna are operative to transmit the radio signal to a perimeter that is greater than about 50 meters from the antenna.

Claim 21. (previously presented) The system of claim 19, wherein the transmitter and antenna are further operative to transmit the radio signal to a perimeter that is about 100 meters from the antenna.

Claim 22. (previously presented) The system of claim 21, wherein the perimeter comprises an area within the store and an area outside of the store.